Permit #S00068286

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: S00068286 **Type of Permit:** STILL **Release Date:** 08/23/2013

Production Company LOVERS AND FRIENDS INC

Insured Company Name LOVERS AND FRIENDS INC
Contact Phone No. 1 760-840-7683
Contact Phone No. 2 323-262-0944
Fax
Address 2301 E 7TH STREET, F 101
LOS ANGELES, California 90023

Production Title SPRING 2014 LOOKBOOK SHOOT

Type of Production Still Photo

Producer Mitch Moseley

Director Lindsay Cummins

1st AD N/A N/A

Production Manager Raissa Gerona

FilmL.A. Coordinator Naomi Kajiyama

Location Manager Breanna Warner
Primary Phone Mobile - 760-840-7683
Secondary Phone Office - 323-262-0944

Location Assistant Felicia Crane
Primary Phone Mobile - 516-697-2250
Secondary Phone Office - 323-262-0944

Fees

FILMLA STILL APPLICATION FEE $60.00	**Total Permit Fee** $135.00
LA CITY DEPT OF REC AND PARKS STILL PHOTO USE FEE 1-14 PERSONS $75.00	**Number of Locations** 2

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Summary Information — Location

Permit Number	S00068286	**Location Manager**	Breanna Warner
Production Company	LOVERS AND FRIENDS INC	Primary Phone	Mobile - 760-840-7683
Insured Company	LOVERS AND FRIENDS INC	Secondary Phone	Office - 323-262-0944
Production Title	SPRING 2014 LOOKBOOK SHOOT		

Location Address Ocean Front Walk, Navy St - Washington Blvd, Los Angeles, CA 90291

Location Name VENICE BOARDWALK - OCEAN FRONT WALK

Location Type Park

Film Dates 8/25/2013 - 8/25/2013 09:00 - 18:00 1 day

Open or Closed to the Public Open

Generic Conditions
PERMITEE IS RESPONSIBLE FOR FILLING OUT ATTACHED L.A. CITY AND/OR L.A. COUNTY FIRE INSPECTION CHECKLIST PRIOR TO FILMING ACTIVITIES AT THIS LOCATION. IF FORM NOT FILLED OUT, OR IF PERMIT NOT ADHERED TO, A FIRE OFFICER MAY BE ASSIGNED.
Must comply with attached conditions
Must comply with attached Rec & Park Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity.
No interference with vehicular or pedestrian traffic

Please see attached documents
Lovers.Spring.68286.BWALK.pdf
Venice Area January 2010.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	3
Motor Homes	1

Personnel on Location

Type	Quantity
Cast	1
Crew	10
Spot Check	1

Filming Activities Equipment on property; Exterior models against scenery; Handheld equipment;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 671 **Grid:** G5

Approvals
LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE — Rafael Vega
LOS ANGELES POLICE DEPARTMENT — Mark Preciado

Coordinator Note
No stopping/setting up/parking in front of merchants without prior approval
No blocking of exits/entrances/driveways
No cabling or light setups
May not compromise fire/emergency protection systems without presence of UFSO

Coordinator Note
SHOOTING ON VENICE BOARDWALK FROM VENICE BLVD - ROSE AVE
No park monitor required

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

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Summary Information — Location

Permit Number	S00068286	**Location Manager**	Breanna Warner
Production Company	LOVERS AND FRIENDS INC	Primary Phone	Mobile - 760-840-7683
Insured Company	LOVERS AND FRIENDS INC	Secondary Phone	Office - 323-262-0944
Production Title	SPRING 2014 LOOKBOOK SHOOT		

Location Address Rose Ave., Lincoln Blvd., Venice Blvd., Pacific Ave., inclusive (Excluding State freeways/highways and Abbot Kinney Blvd), Los Angeles, CA, 90291

Location Type Walking Grid

Film Dates 8/25/2013 - 8/25/2013 09:00 - 19:00 1 day

Open or Closed to the Public Open

Generic Conditions
PERMITEE IS RESPONSIBLE FOR FILLING OUT ATTACHED L.A. CITY AND/OR L.A. COUNTY FIRE INSPECTION CHECKLIST PRIOR TO FILMING ACTIVITIES AT THIS LOCATION. IF FORM NOT FILLED OUT, OR IF PERMIT NOT ADHERED TO, A FIRE OFFICER MAY BE ASSIGNED.
All vehicles must be parked on private property
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity.
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Motor Homes	1

Personnel on Location

Type	Quantity
Cast	1
Crew	10

Filming Activities Equipment on sidewalk only.; Exterior establishing shots; Exterior models against scenery;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 671 **Grid:**

Approvals LOS ANGELES POLICE DEPARTMENT Mark Buck

Coordinator Note
It is the responsibility of the permittee to be aware of the special condition areas, which are excluded from this grid location (a complete list of special condition areas can be found at www.filmla.com)
No stopping/setting up/parking in front of merchants without prior approval
May not interfere with other production companies or special events
No blocking of exits/entrances/driveways
No cabling or light setups
May not compromise fire/emergency protection systems without presence of UFSO
Must obtain separate permits for use of any Los Angeles County or Los Angeles City facilities

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

Parking Notes
Private lot

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PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

- **Okay for Production Company to take to take still shots on the Venice Boardwalk – between Venice & Rose, on August 25, 2013.**
- **Total size of the production may not exceeded 10 people.**
- **Does not have permission to have a generator.**
- **Cannot remove vendors from spaces if they are there before the company.**
- **Production Company does not have permission to be on boardwalk before 9am.**
- **Production Company must work around maintenance and communicate with maintenance through the monitor if they are assigned one.**
- **Production Company must coexist with other companies or students on the Venice Boardwalk.**
- **Vendor spaces are on a first come first serve basis.**
- **Does not have permission to remove vendors from the Venice Boardwalk.**
- **Production Company is not allowed to park any vehicles on the Venice Boardwalk.**
- **Production Company must be considerate of vendors on the Venice Boardwalk.**

- **Must not interfere with recreation and/or maintenance activities.**
- **Cannot impede park patrons from park activities.**
- **May not block any bike paths.**
- **Cannot interfere, prevent, or clear park patrons from the location of filming.**

It is the company's responsibility to distribute these guidelines to all crew members. These are general guidelines for the area and are subject to change depending on your request.
8/23/2013

NOT A PERMIT

- **Production Crew does not have permission to remove or move existing landscape.**
- **Production Crew not allowed to add landscape unless approved.**
- **May not be on or drive on any park service road, grassy areas unless approved, or taped off grassy areas.**
- **Company will be assessed a $75.00 fee if they need to tap into the water or electrical outlet.**
- **Must work around maintenance activities.**
- **All equipment must be handheld only.**
- **Not okay to have 2 minute pedestrian control along the Boardwalk.**
- **Must work around maintenance activities.**
- **Maintenance has the right of way at all times.**
- **Company must be aware that Boardwalk might be dirty with regards to high patron traffic.**
- **May not shoot In the Recreation Center unless prior arrangements are made with the Recreation Director or any of the taped off grassy areas.**
- **Production Company must work around street vendors and existing businesses.**
- **MUST adhere to Park Film Monitor's instructions. Park Film Monitor's instructions and/or judgment may override written guidelines.**
- **Alterations due to negligence, accidents or otherwise, must be restored to original or better conditions at companies expense.**

- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.

NOT A PERMIT

- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitted and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitted will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitted there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.

Lovers and Friends Inc – Spring 2014 Lookbook Shoot
Venice Boardwalk – Between Venice & Rose
S-68286

NOT A PERMIT

SPECIAL FILMING CONDITIONS
VENICE AREA

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

For purposes of these guidelines the Venice area is Santa Monica City limits to the north, Lincoln Boulevard to the East, Pacific Ocean to the west and Washington Boulevard to the South (including the Strand which is Pacific Avenue, Washington Boulevard, Via Marina, and the Pacific Ocean)

- **Affected residents and merchants must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **Filming on holidays and weekends is generally not permitted**, especially during the summer. Exemptions may be granted on a case-by-case basis. Factors such as size of company, exact location and scope of intended filming, time of year, and anticipated impact on local parking will be considered when reviewing requests for such exemptions.

- **No vehicles shall be driven or parked on Ocean Front Walk between the hours of 10:00 a.m. and 7:00 p.m**. unless approved by The Department of Recreation and Parks.

- **Speedway shall not be used for parking of vehicles or equipment and must remain open to emergency vehicles.**

- **All vehicles and equipment (including private automobiles) associated with the production company shall be legally parked unless specific exemption is granted by the film permit.** No vehicles or equipment shall be permitted to park on Ocean Front Walk or the Venice Recreation Area property unless approved by The Department of Recreation and Parks. The use of private parking lots is strongly encouraged. Publicly owned parking lots in the area are managed by PCI parking and must be added to the filming permit and cleared with the appropriate agency.

- **Use of Los Angeles County beach parking lots have the following restrictions:**

    - **The Washington Boulevard lot is restricted to parking only between 7:00 a.m. and 10 p.m**. No community survey will be allowed for additional hours.
    - **Rose Avenue and Venice Boulevard lots require a community survey from affected residential buildings for any activity (parking or filming) prior to 7:00 a.m or after 10:00 p.m.**

- **Traffic control on all area streets shall be limited to a maximum of two (2) minutes.**

- **It is the responsibility of the production company to deploy sufficient police officers to ensure that traffic flow in the area is not unreasonably hindered.**

- **Additional Special Filming Conditions apply to filming on Washington Boulevard between Pacific Avenue and the Venice Pier, Abbot Kinney Boulevard, and Venice Beach.**

FilmL.A. Inc. PERMIT